

# **Exhibit C**

GRAM Token Sale Marketing Plan			June Week 3	June Week 4	July Week 1	July Week 2
<b>PR</b>						
1 Exclusive TechCrunch story	Confirmed	Techcrunch Published	Earned			
2 Golin distribution	Done	If organic pick up isn't great*				
<b>Paid Media</b>						
1 CryptoAudiences	Running		\$18,750.00			
2 CoinMarketCap	Running		\$10,000.00			
3 TradingView	Running		\$5,000.00			
4 Etherscan	Running		\$1,000.00	\$5,000		
5 Coingecko	Running		\$10,000.00			
6 Incrypto	Running			\$5,000.00		
			<b>\$44,750.00</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$0</b>
<b>ICO Ranking sites</b>						
1 <a href="https://icodrops.com/telegram-ico-ton/">https://icodrops.com/telegram-ico-ton/</a>	Contacted	Posted				
2 <a href="https://www.icotokennews.com/icos/telegram/">https://www.icotokennews.com/icos/telegram/</a>	Contacted	Emailed				
3 <a href="https://www.fxempire.com/crypto/ico/telegram">https://www.fxempire.com/crypto/ico/telegram</a>	Contacted	Emailed				
4 <a href="https://icobench.com/ico/telegram-open-network">https://icobench.com/ico/telegram-open-network</a>	Contacted	Emailed				
5 <a href="https://iconow.net/telegram-ico-now/">https://iconow.net/telegram-ico-now/</a>	Contacted	Emailed				
6 <a href="https://icorating.com/ico/telegram-ton/">https://icorating.com/ico/telegram-ton/</a>	Contacted	Emailed				
7 <a href="https://icomarks.com/ico/telegram-ico">https://icomarks.com/ico/telegram-ico</a>	Contacted	Emailed				
8 <a href="https://www.coingecko.com/en/coins/telegram">https://www.coingecko.com/en/coins/telegram</a>	Contacted	Will update when sale goes live				
9 ICO Speaks			\$1,500.00			
<b>Referral Marketing</b>						
<b>Campaign Mechanics</b>						
- Available to Liquid verified accounts only						
- A referrer gets rewarded when he/she refers friends who purchased GRAM tokens on Liquid						
- Each referrer gets \$10 per referral, with a cap of \$50 per referrer, payable in GRAM tokens from our inventory						
1	Confirmed	Est. budget: ~\$50k, rewards to be paid out on a first come first serve basis. Est sign ups + purchases: 5k (RETAIL ONLY)	\$17,500.00			
- For whales, they will ask for a % of the sale proceeds. This is off the table arrangements.						
2	Confirmed	Standard Alpha - 10% of proceeds (negotiated by BD)	\$17,500.00			
<b>Mobile Apps</b>						
1 Blockfolio announcement	Confirmed	Done				
2 Delta announcement	Confirmed	Done				
<b>Others</b>						
1 Cryptoweekly		Posted				
2 Crypto news			\$1,400.00			
<b>Agencies</b>						
1 Korea Marketing - Etherlab	Confirmed	CLET, finalized for community marketing and paid ad		\$20,000.00		
2 Korea Marketing (mobile focused - Cobak)	<a href="https://cobak.co.kr">https://cobak.co.kr</a>	\$5k placement - Cobak		\$7,800.00		
3 China Marketing	Confirmed	Only disseminate through private wechat networks		\$0.00		
4 Russia Telegram Marketing - Porokh	Confirmed	Finalized for Telegram marketing			\$10,000.00	
5 Russian Influencers - Cryptomedia	Confirmed	PPC, content, influencer marketing			\$11,749.00	\$2,000.00
6 Cointelligence - content marketing	Confirmed	Content marketing			\$5,000.00	
7 <a href="https://airdrops.io">airdrops.io</a>	Confirmed				\$1,750.00	
8						
9						
10						
11						

GRAM Token Sale Marketing Plan			June Week 3	June Week 4	July Week 1	July Week 2
			\$0.00	\$27,800.00	\$28,499.00	\$2,000.00
Campaign						
1	Gram Raffle	Liquid and Gram Asia split budget 50-50 in event Sale fails	\$92,000.00			
Total Spend			\$174,650.00	\$65,600.00	\$56,998.00	\$4,000.00
Aggregated Total Spend over Entire Campaign Duration			\$301,248.00			
Total sign ups (11 June - 11 July)			18,322			
CPA per sign up			\$16.44			